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AHEAD OF WHAT'S NEXT.

11th Annual RQ Study

The Annual RQ®
2009 Summary Report

A Survey of the U.S. General Public Using
the Reputation Quotient®

RQ Ratings:
December 29th –
February 15th

29, 963 people
interviewed

Managing Corporate Reputation: Observations

For the 11th consecutive year Harris Interactive has measured the reputations of the most visible companies in the United States using the Harris Reputation Quotient®. Interviews have been conducted with 29,963 people**.** Interviews were conducted from 12/29/09 to 2/15/10 so that we are able to capture perceptions of reputation for the entire previous year. In this case, 2009.

This **Annual RQ® 2009 Summary Report for the United States** provides a look at corporate America's reputation in general, as well as a detailed look at the reputations of the 60 most visible companies during a time when corporate America continues to try to distance itself from corporate scandals, association with the economic crisis, and replace negative perceptions and skepticism with restored trust and indications of support.

This report presents the public's point of view on the reputations of the 60 most visible companies in the United States – their rankings overall and details on reputation-related elements such as supportive behaviors, reputational red flags, and corporate communications that help explain the ratings behind those rankings.

In addition to providing a current picture of corporate reputation, much of the value from our Annual RQ research comes from the ability to look at the results over time. Among the 60 "most visible" companies in 2009, 49 were also measured in 2008. The consistency of the most visible companies and the length of time the Annual RQ has been conducted, has allowed us to accumulate a significant database of reputation information – some of the results of which are found within this report.

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The Reputations
of the Most Visible Companies

Survey of the U.S. General Public

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Berkshire Hathaway takes the top spot as #1 in reputation ranking as Ford makes great strides in reputation recovery

Bottom tier brands consisting of companies in the financial services and auto industries continue to have significantly weaker reputations, especially those that took/accepted government bailout/TARP funds

- Berkshire Hathaway takes first in RQ rankings with a score of 82.33.
  - Less than 0.5 points separate first from second place (Johnson & Johnson take second with a RQ score of 81.88).
  - Overall, more companies received RQ scores of 75 pts or above in 2009 than in 2008 (26 companies in 2009 vs. 21 in 2008).
    - RQ scores of 80 and above are considered excellent.
    - Scores of 75-80 are considered very good.
    - 70-75 are considered good.
    - 65-70 are considered fair.
- Appearing for the first time on the list of the 60 Most Visible Companies, SC Johnson placed fifth with a RQ of 80.76 and placed among the top 5 on 3 of the 6 reputation dimensions (Emotional Appeal, Products & Services, and Social Responsibility).
- Among companies measured in 2008 and 2009, 7 saw significant improvements in their reputation.
- Ford had one of the biggest improvements in rank moving from 51 to 37.
  - More importantly, Ford saw the largest improvement in overall RQ score with a 2009 score of 69.77 (up 11.28 points from 2008), the second greatest increase in 11 year history of the study.
- Similarly, among companies measured in 2008 and 2009 , 13 saw significant declines in their reputation.
  - Bank of America showed the largest drop – down 4.92 points.
- Freddie Mac (new to the list this year) placed last on the 60 most visible list with an RQ score of 38.94. This was the lowest RQ score since 2005 when Enron had an RQ of 30.05.
- Goldman Sachs debuts on the list at 56th out of 60, with a RQ score of 51.36.

The Annual RQ® 2009 —
The Reputations of the Most Visible Companies

Rank 1 - 15		RQ		Rank 16 - 30		RQ		Rank 31 - 45		RQ		Rank 46 - 60		RQ
1.	Berkshire Hathaway	82.33		16.	Sony	78.66		31.	Target	72.36		46.	Wells Fargo & Co.	64.91
2.	Johnson & Johnson	81.88		17.	Lowe's	78.64		32.	Best Buy	72.19		47.	Sprint Nextel Corporation	62.41
3.	Google	81.49		18.	Honda Motor Company	78.47		33.	Dell	72.03		48.	Time Warner	61.84
4.	3M Company	80.96		19.	UPS*	78.26		34.	Starbucks	70.73		49.	ExxonMobil	60.85
5.	SC Johnson*	80.76		20.	Toyota Motor Corporation	78.21		35.	ING Group*	70.32		50.	Comcast	60.41
6.	Intel Corporation*	80.13		21.	Southwest Airlines	77.65		36.	Monsanto*	70.29		51.	Delta Airlines*	59.57
7.	Microsoft	79.83		22.	Costco	77.61		37.	Ford Motor Company	69.77		52.	Bank of America	57.72
8.	The Coca-Cola Company	79.81		23.	FedEx Corporation*	77.49		38.	Walmart	69.58		53.	JPMorgan Chase	55.67
9.	amazon.com	79.57		24.	Home Depot	76.95		39.	American Express	69.56		54.	General Motors	53.60
10.	General Mills	79.46		25.	Hewlett-Packard	76.4		40.	Pfizer*	69.17		55.	Chrysler	51.9
11.	PepsiCo	79.46		26.	IBM	75.56		41.	Verizon Communications	69.05		56.	Goldman Sachs*	51.36
12.	Apple	79.31		27.	Whole Foods Market	74.71		42.	State Farm Insurance	68.63		57.	Citigroup	50.57
13.	Kraft Foods	79.28		28.	General Electric	74.64		43.	AT&T	68.29		58.	Fannie Mae*	41.77
14.	Procter & Gamble Co.	79.12		29.	Nike	74.08		44.	The Allstate Corporation	67.16		59.	AIG	39.23
15.	The Walt Disney Company	79.12		30.	McDonald's	73.45		45.	Shell	65.02		60.	Freddie Mac*	38.94

* = New to RQ 2009 Study and/or not measured in the RQ 2008

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The Annual RQ® 2008 —
The Reputations of the Most Visible Companies

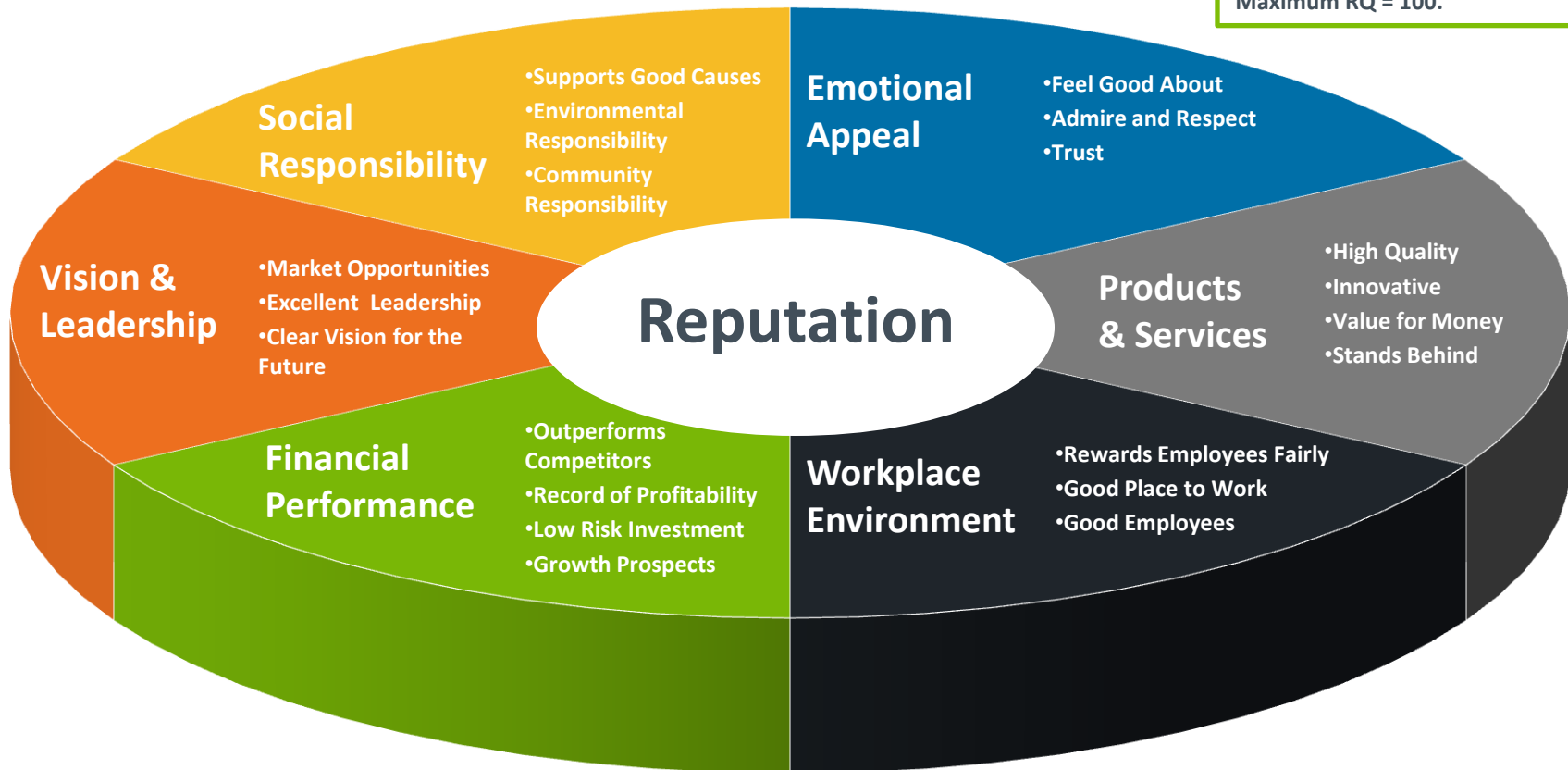| Rank 1 - 15		RQ	Rank 16 - 30		RQ	Rank 31 - 45		RQ	Rank 46 - 60		RQ
1.	Johnson & Johnson	82.39	16.	Pepsico	76.86	31.	McDonald's	71.84	46.	Sprint Corporation	63.63
2.	Google	81.89	17.	Lowe's	76.84	32.	Best Buy Co.	70.71	47.	Bank of America Corporation	62.64
3.	Sony Corporation	81.71	18.	Whole Foods Market	76.77	33.	J.C. Penney Company	70.62	48.	Comcast Corporation	60.50
4.	The Coca-Cola Company	80.63	19.	Honda Motor Co.	76.58	34.	AT&T Inc.	70.47	49.	JPMorgan Chase*	60.01
5.	Kraft Foods Inc.	80.54	20.	Southwest Airlines	75.50	35.	American Express*	69.96	50.	Wachovia*	59.47
6.	amazon.com*	80.13	21.	Costco	75.38	36.	Wal-Mart Stores	69.62	51.	Ford Motor Company	58.49
7.	Microsoft Corporation	79.77	22.	Hewlett-Packard	74.97	37.	Starbucks Corporation	69.12	52.	ExxonMobil Corporation	57.84
8.	General Mills	79.65	23.	Target Corporation	74.79	38.	State Farm Insurance	67.62	53.	Merrill Lynch*	54.86
9.	3M Company	79.63	24.	Home Depot	74.77	39.	Royal Dutch/Shell	67.03	54.	Citgo Oil	54.83
10.	Toyota Motor Corporation	78.82	25.	Dell, Inc.	74.25	40.	Wells Fargo & Company	66.93	55.	Citigroup*	54.77
11.	Berkshire Hathaway Inc.	78.79	26.	General Electric Company	74.22	41.	BP	66.67	56.	Washington Mutual*	53.57
12.	The Procter & Gamble Company	78.69	27.	IBM Corporation	73.85	42.	Allstate Corporation	66.06	57.	Chrysler	53.27
13.	The Walt Disney Company	78.44	28.	Nike	73.51	43.	Sears Holdings Corporation (Pare	64.96	58.	General Motors Corporation	52.43
14.	Apple Computer	77.75	29.	The Boeing Company	73.50	44.	ChevronTexaco Corporation	64.78	59.	Halliburton Company	51.19
15.	Unilever	77.12	30.	Verizon Communications	73.44	45.	Time Warner, Inc.	64.27	60.	AIG*	43.78

* = New to RQ 2008 Study and/or not measured in the RQ 2007

The Reputation Quotient® (RQ) Research Instrument
20 Attributes folded into 6 Dimensions

RQ Score = [(Sum of ratings on the 20 attributes)/ (the total number of attributes answered X 7)] X 100... Maximum RQ = 100.

Social Responsibility
•Supports Good Causes
•Environmental Responsibility
•Community Responsibility

Emotional Appeal
•Feel Good About
•Admire and Respect
•Trust

Vision & Leadership
•Market Opportunities
•Excellent Leadership
•Clear Vision for the Future

Products & Services
•High Quality
•Innovative
•Value for Money
•Stands Behind

Reputation

Financial Performance
•Outperforms Competitors
•Record of Profitability
•Low Risk Investment
•Growth Prospects

Workplace Environment
•Rewards Employees Fairly
•Good Place to Work
•Good Employees

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Corporate Leaders on the Six Reputational Dimensions

Social Responsibility

1.	Johnson & Johnson	79.85
2.	Microsoft	79.16
3.	SC Johnson	78.88
4.	Lowe's	78.33
5.	Whole Foods Market	78.22

Emotional Appeal

1.	Johnson & Johnson	83.43
2.	amazon.com	81.83
3.	SC Johnson	81.48
4.	Berkshire Hathaway	80.85
5.	General Mills	80.84

Products & Services

1.	3M Company	86.22
2.	Intel Corporation	84.23
3.	Google	83.87
4.	Johnson & Johnson	83.82
5.	SC Johnson	83.46

Vision & Leadership

1.	Berkshire Hathaway	88.74
2.	Google	83.56
3.	Microsoft	83.12
4.	Apple	82.64
5.	Coca-Cola	81.92

Financial Performance

1.	Berkshire Hathaway	86.19
2.	Google	83.38
3.	Microsoft	83.10
4.	Disney	82.57
5.	Coca-Cola	82.51

Workplace Environment

1.	Google	83.36
2.	Berkshire Hathaway	82.40
3.	Microsoft	82.15
4.	Johnson & Johnson	81.78
5.	3M Company	80.88

Base: Familiar with [COMPANY]

A closer look at the 20 notable changes in reputation among the 49 companies measured in both 2008 and 2009.

Significant Improvements in RQ 2009 v. 2008		
1.	Ford Motor Company	11.28
2.	Berkshire Hathaway	3.54
3.	ExxonMobil	3.01
4.	PepsiCo	2.60
5.	Costco	2.23
6.	Home Depot	2.18
7.	Southwest Airlines	2.15

Significant Declines in RQ 2009 v. 2008		
1.	Bank of America	-4.92
2.	AIG	-4.55
3.	Verizon Communications	-4.39
4.	JPMorgan Chase	-4.34
5.	Citigroup	-4.20
6.	Sony	-3.05
7.	Target	-2.43
8.	Time Warner	-2.43
9.	Dell	-2.22
10.	AT&T	-2.18
11.	Whole Foods Market	-2.06
12.	Wells Fargo & Co.	-2.02
13.	Shell	-2.01

Corporate America

Slight improvements in how the US General Public perceives reputation of Corporate America in 2009

- Americans who said that Corporate America's reputation is "Good" rose from 12% to 18%.

  - First increase in 4 years.

- Those that perceive it as "Not Good" or "Terrible" decreases from 88% to 81%.

  - Overall, more companies received RQ scores of 75 pts or above in 2009 than in 2008 (26 companies in 2009 vs. 21 in 2008).

    - RQ scores of 80 and above are considered excellent.

    - Scores of 75-80 are considered very good.

    - 70-75 are considered good.

    - 65-70 are considered fair.

- Technology remains industry with most positive perceptions – 72% see industry as having positive reputation, up 5 points.

- Tobacco remains least positive industry, with Financial Services just above, with 16% positive, a 5 point increase from 2008.

- The industry which saw the only decline in reputation versus 2008 is the Pharmaceutical industry (down 2%).

Public perception that corporate reputations are either "not good" or are "terrible" has dropped since its high point in 2008.

Although, negative ratings for this measure are still higher than previous years

Current State of Corporate America's Reputation
% "It's Not Good / It's Terrible"

Year	Percentage
2003	74%
2004	68%
2005	71%
2006	69%
2007	71%
2008	88%
2009	81%
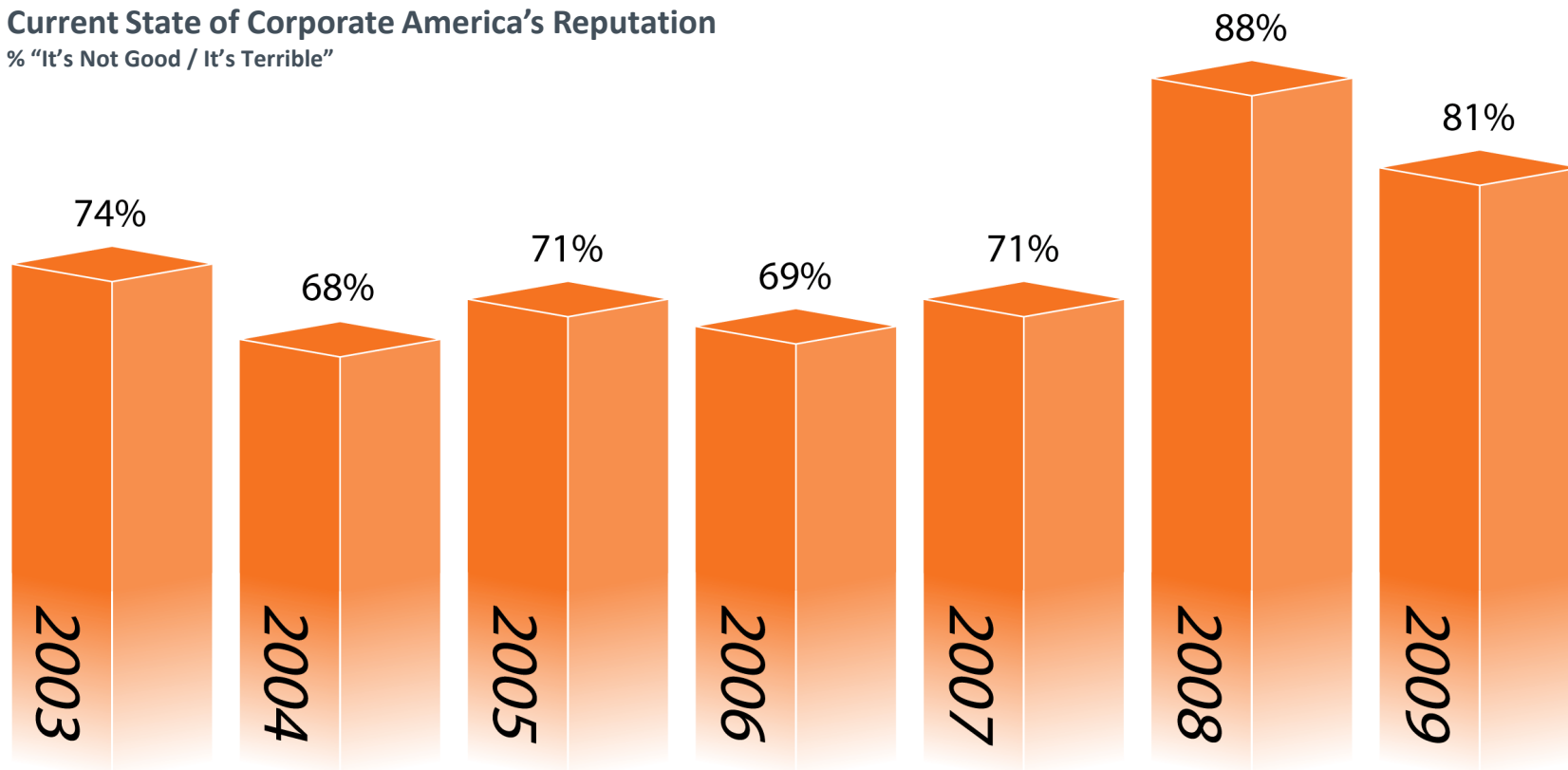
Base: *General Public (n=29,963)*
Q1312.:Which one of the following best captures how you feel about the reputation of corporate America today?

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Industry sector reputations improve after the decline of a majority of the industries last year.
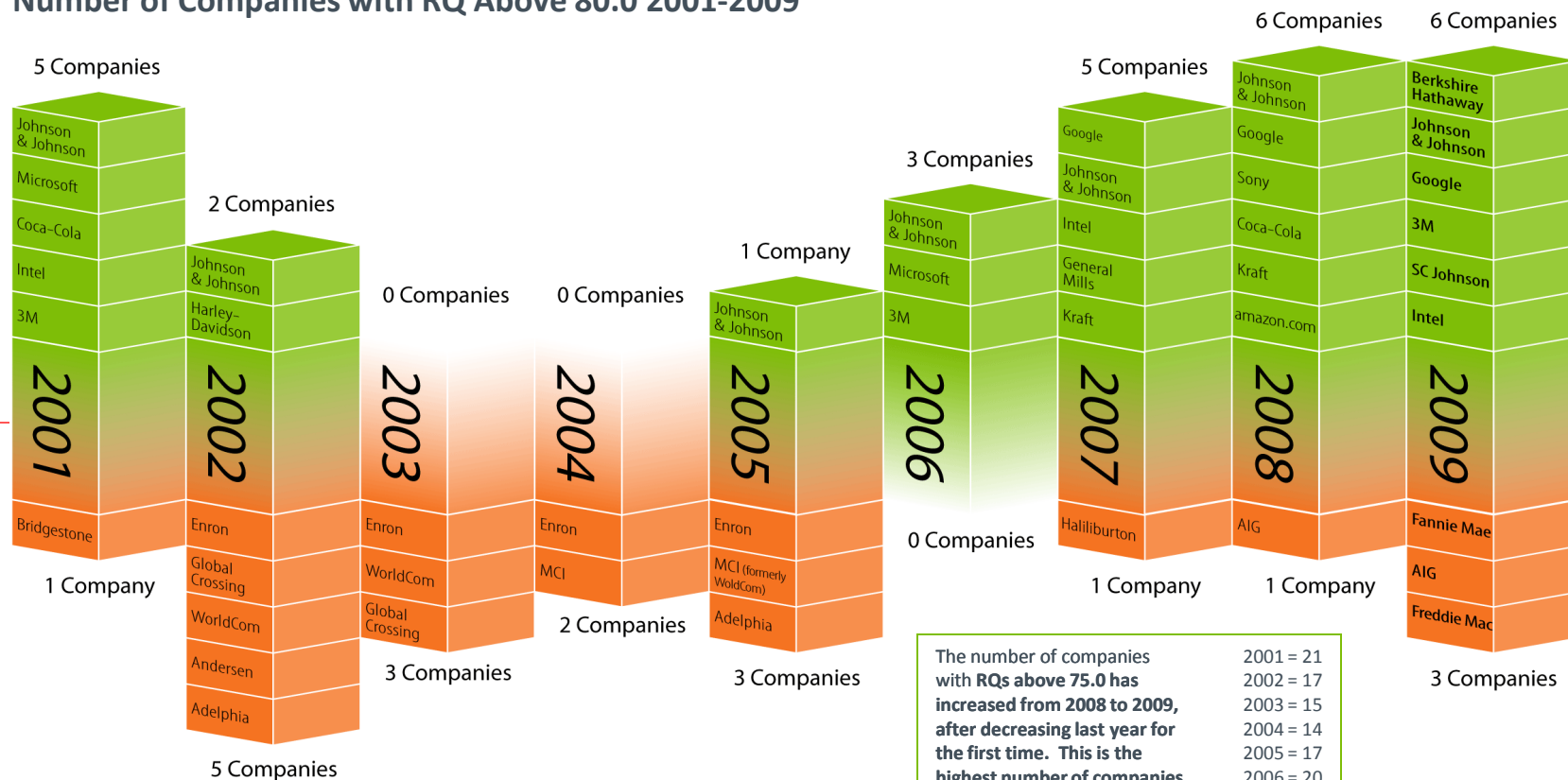
Retail and Automotive experience the largest improvements

The Pharmaceutical industry is the only industry to decline

	Positive Ratings 2008	Positive Ratings 2009	Change (2009 – 2008)	
	%	%	%	
1. Technology	67	72	5	
2. Travel and Tourism	48	52	4	
3. Retail	43	52	**9**	↗
4. Consumer Products	43	49	6	
5. Telecom	43	47	4	
6. Manufacturing	33	40	7	
7. Pharmaceutical	31	29	**-2**	↘
8. Energy/Utilities	29	33	4	
9. Airlines	23	24	1	
10. Insurance	22	23	1	
11. Automotive	16	25	**9**	↗
12. Tobacco	11	11	0	
13. Financial Services	11	16	5	

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Six companies edge over the 80.0 RQ Index score this year, while 3 companies fail to pass the 50.0 threshold.

Number of Companies with RQ Above 80.0 2001-2009

5 Companies (2001)
- Johnson & Johnson
- Microsoft
- Coca-Cola
- Intel
- 3M

2 Companies (2002)
- Johnson & Johnson
- Harley-Davidson

0 Companies (2003)

0 Companies (2004)

1 Company (2005)
- Johnson & Johnson

3 Companies (2006)
- Johnson & Johnson
- Microsoft
- 3M

5 Companies (2007)
- Google
- Johnson & Johnson
- Intel
- General Mills
- Kraft

6 Companies (2008)
- Johnson & Johnson
- Google
- Sony
- Coca-Cola
- Kraft
- amazon.com

6 Companies (2009)
- Berkshire Hathaway
- Johnson & Johnson
- Google
- 3M
- SC Johnson
- Intel

Number of Companies with RQ < 50.0 2001-2009

1 Company (2001)
- Bridgestone

5 Companies (2002)
- Enron
- Global Crossing
- WorldCom
- Andersen
- Adelphia

3 Companies (2003)
- Enron
- WorldCom
- Global Crossing

2 Companies (2004)
- Enron
- MCI

3 Companies (2005)
- Enron
- MCI (formerly WoldCom)
- Adelphia

0 Companies (2006)

1 Company (2007)
- Haliliburton

1 Company (2008)
- AIG
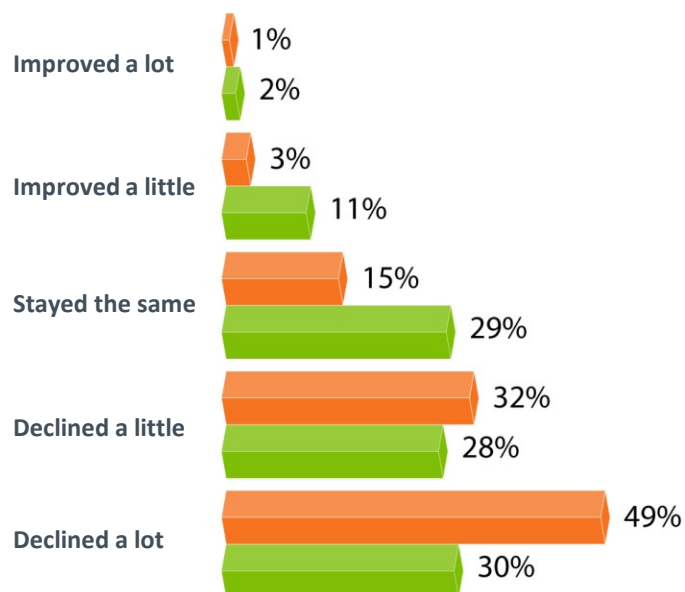
3 Companies (2009)
- Fannie Mae
- AIG
- Freddie Mac

The number of companies with **RQs above 75.0 has increased from 2008 to 2009, after decreasing last year for the first time. This is the highest number of companies with a score above 75.0**

2001 = 21
2002 = 17
2003 = 15
2004 = 14
2005 = 17
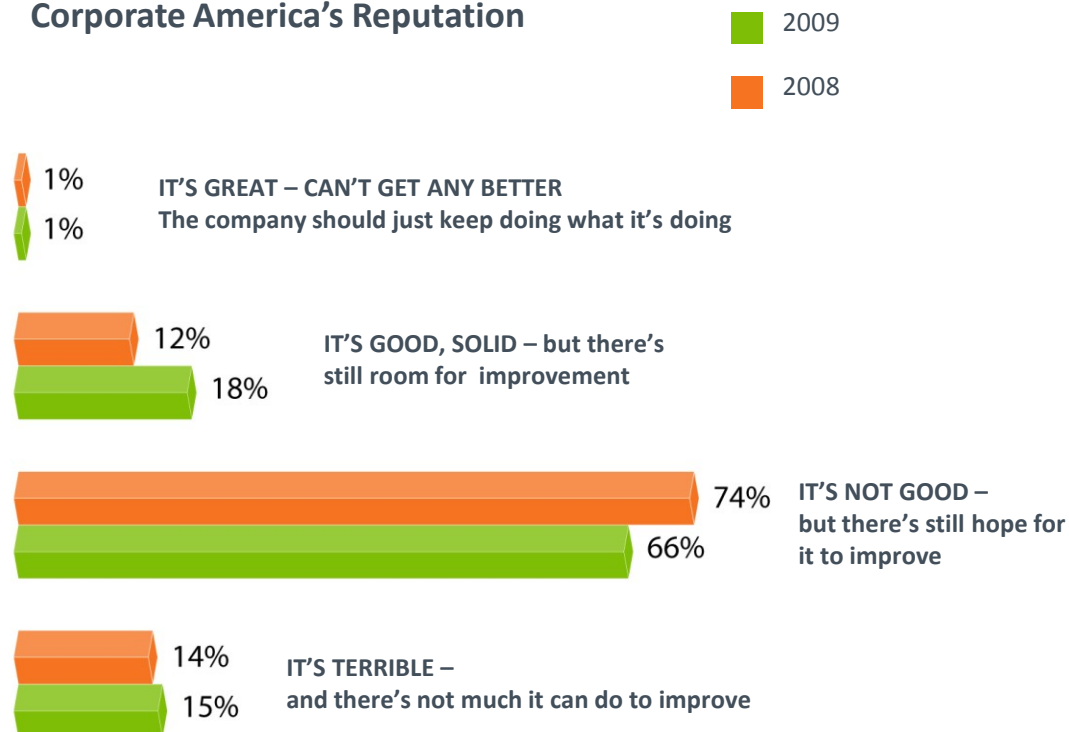2006 = 20
2007 = 24
2008 = 21
2009 = 26

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The Reputation of Corporate America – 2008 and 2009

Perceived Past Year Change in Corporate America's Reputation

Current State of Corporate America's Reputation

- 2009 (green)
- 2008 (orange)

Improved a lot
- 1% (2008)
- 2% (2009)

Improved a little
- 3% (2008)
- 11% (2009)

Stayed the same
- 15% (2008)
- 29% (2009)

Declined a little
- 32% (2008)
- 28% (2009)

Declined a lot
- 49% (2008)
- 30% (2009)

IT'S GREAT – CAN'T GET ANY BETTER
The company should just keep doing what it's doing
- 1% (2008)
- 1% (2009)

IT'S GOOD, SOLID – but there's still room for improvement
- 12% (2008)
- 18% (2009)

IT'S NOT GOOD – but there's still hope for it to improve
- 74% (2008)
- 66% (2009)

IT'S TERRIBLE – and there's not much it can do to improve
- 14% (2008)
- 15% (2009)

Base: General Public 2008 (n=20,483); General Public 2008(n=29,963)
Q311: Which one of the following best captures your opinion of how the reputation of corporate America has underlinechanged over the past year? 1. It has improved a lot. 2. It has improved a little. 3. It has basically stayed the same. 4. It has declined a little. 5. It has declined a lot.
Q312: Which one of the following best captures how you feel about the reputation of corporate America today? 1. It's great - can't get any better. It should just keep doing what it's doing. 2. It's good, solid - but there's still room to improve. 3. It's not good - but there's still hope for it to improve. 4. It's terrible - and there's not much it can do to improve.

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Supportive Behaviors and Reputational Red Flags

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A strong relationship exists between a company's overall reputation and the likelihood of purchasing and recommending a company's products and services

- The stronger a company's overall reputation the greater likelihood of the general public investing or recommending investment in the company.

- The likelihood to purchase a company's products and services is highest among the consumer goods companies, such as amazon.com, Kraft, Coca-Cola, and General Mills among others.

- Not surprising, for the most part the companies least likely to have their products and services recommended are financial services companies among others (Wells Fargo, JPMorgan Chase, Chrysler, Sprint Nextel, Time Warner, Bank of America, Citigroup, Goldman Sachs and AIG).

- The companies that are financially strong and have had relatively strong performing stocks over the past years (Berkshire Hathaway, Johnson & Johnson and Apple) are the companies in which people are most likely to invest in or recommend as an investment.

- Companies with the lowest levels of trust also have the lowest levels of perceptions of customer service and ethical standards: AIG, Fannie Mae, Freddie Mac, Goldman Sachs, and Citigroup.
  - Johnson & Johnson and Lowe's are among the companies that rank in the top ten in positive perceptions of customer service, ethical standards, and trust in the event of a product/service problem.

- The public recalls for Johnson & Johnson and Toyota did not negatively effect the general public's Trust in these companies to do the right thing in the event of a product or service problem.
  - In the case of Toyota, the level of trust improved from 2008. In fact, those who said they would "definitely" trust Toyota went from 27% pre recall to 43% post recall. However, those that said they "probably" would trust Toyota went from 53% pre recall to 37% post recall.

Supportive Behavior –
Product/Service Purchase & Recommendation

% saying they would "definitely" PURCHASE company's Products & Services in the FUTURE	% saying they would "definitely" RECOMMEND company's Products & Services to others

Most Likely to Purchase — (>50%)

1.	amazon.com	65%
2.	Kraft Foods	65%
3.	The Coca-Cola Company	60%
4.	Johnson & Johnson	59%
5.	General Mills	59%
6.	Walmart	58%
7.	PepsiCo	57%
8.	SC Johnson	57%
9.	3M Company	56%
10.	Lowe's	56%
11.	Home Depot	55%
12.	Target	53%
13.	McDonald's	52%
14.	Procter & Gamble Co.	51%

Least Likely to Purchase — (<10%)

53.	Bank of America	9%
54.	Chrysler	8%
55.	Sprint Nextel Corporation	8%
56.	Citigroup	5%
57.	Freddie Mac	3%
58.	Goldman Sachs	3%
59.	AIG	2%
60.	Fannie Mae	2%

Most Likely to Recommend — (>50%)

1.	amazon.com	56%
2.	Kraft Foods	53%
3.	Johnson & Johnson	50%

Least Likely to Recommend — (<10%)

50.	Wells Fargo & Co.	10%
51.	JPMorgan Chase	10%
52.	Chrysler	8%
53.	Sprint Nextel Corporation	8%
54.	Time Warner	8%
55.	Bank of America	7%
56.	Citigroup	5%
57.	Goldman Sachs	4%
58.	AIG	4%
59.	Freddie Mac	3%
60.	Fannie Mae	3%

Base: Familiar with and rated [COMPANY]
Q655/855 Would you purchase products or services from [COMPANY] in the future?-- Yes, I definitely would; I probably would; I probably would not; No, I definitely would not.
Q660/860 Would you recommend the products or services of [COMPANY] to others?-- Yes, I definitely would; I probably would; I probably would not; No, I definitely would not.

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Supportive Behavior –
Future Investment & Recommendation

% saying they would "definitely" INVEST in the company in the FUTURE

% saying they would "definitely" RECOMMEND company's stock to others

Most Likely to Invest	(≥15%)	Most Likely to Recommend	(≥15%)
1. Berkshire Hathaway	28%	1. Berkshire Hathaway	36%
2. Johnson & Johnson	26%	2. Johnson & Johnson	27%
3. Apple	24%	3. The Walt Disney Company	26%
4. Walmart	22%	4. Apple	26%
5. Lowe's	22%	5. Walmart	25%
6. Intel Corporation	22%	6. Procter & Gamble Co.	23%
7. Costco	21%	7. Lowe's	22%
8. Google	20%	8. IBM	20%
9. Kraft Foods	20%	9. Google	20%
10. The Coca-Cola Company	19%	10. 3M Company	19%
11. Procter & Gamble Co.	19%	11. ING Group	19%
12. UPS	19%	12. ExxonMobil	19%
13. ING Group	18%	13. PepsiCo	19%
14. 3M Company	18%	14. Costco	18%
15. AT&T	18%	15. UPS	18%
16. IBM	18%	16. Ford Motor Company	17%
17. ExxonMobil	17%	17. Pfizer	17%
18. The Walt Disney Company	17%	18. Nike	16%
19. Starbucks	16%	19. Target	16%
20. Target	16%	20. American Express	16%
21. Pfizer	16%	21. Intel Corporation	15%
22. McDonald's	15%	22. Comcast	15%
23. Toyota Motor Corporation	15%	23. Toyota Motor Corporation	15%

Base: General Investor and Familiar with [COMPANY]
Q680/880 Would you purchase stock in [COMPANY] in the future?-- Yes, definitely would; probably would; probably would not; No, definitely would not.
Q685/885 Would you recommend the stock of [COMPANY] to others?-- Yes, definitely would; probably would; probably would not; No, definitely would not.

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Trust

Highest Trust		Lowest Trust	
% saying they would "definitely" trust company in the event of a product/service problem		**% saying they would "definitely not" trust company in the event of a product/service problem**	
1. SC Johnson	42%	1. AIG	43%
2. amazon.com	41%	2. Goldman Sachs	40%
3. Lowe's	38%	3. Fannie Mae	40%
4. UPS	37%	4. Freddie Mac	35%
5. Home Depot	37%	5. Citigroup	27%
6. Johnson & Johnson	37%	6. ExxonMobil	25%
7. Berkshire Hathaway	36%	7. Bank of America	24%
8. General Mills	36%	8. JPMorgan Chase	22%
9. Toyota Motor Corporation	35%	9. General Motors	15%
10. The Coca-Cola Company	35%	10. Wells Fargo & Co.	15%

Base: Familiar with and rated [COMPANY]

Q640/840 Would you trust [COMPANY] to do the right thing if it were faced with a product or service problem?

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Positive Perceptions of Customer Service and Ethical Standards

Highest Number of Positive Ratings for "Excellent Customer Service" (Positive Ratings – 5,6,7 on 7-point scale)		Highest Number of Positive Ratings for "Ethical Standards" (Positive Ratings – 5,6,7 on 7-point scale)	
1. UPS	82%	1. Johnson & Johnson	78%
2. Lowe's	80%	2. SC Johnson	74%
3. FedEx Corporation	77%	3. Berkshire Hathaway	74%
4. amazon.com	74%	4. Whole Foods Market	74%
5. Whole Foods Market	74%	5. FedEx Corporation	72%
6. Southwest Airlines	73%	6. IBM	72%
7. Target	71%	7. Lowe's	72%
8. Home Depot	71%	8. The Walt Disney Company	72%
9. The Walt Disney Company	70%	9. 3M Company	72%
10. Johnson & Johnson	69%	10. Google	71%

Base: Familiar with and rated [COMPANY]
Q750/950 Consider the statements: "Provides excellent customer service" and "Maintains high ethical standards" how well does it describe [COMPANY]. Please select a number from "1" to "7" where "1" means "This item does not describe [COMPANY] well" and "7" mean "This item describes [COMPANY] very well".

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Negative Perceptions of Customer Service and Ethical Standards

Highest Number of **Negative** Ratings for "Excellent Customer Service" (Negative Ratings - 1,2,3 on 7-point scale)		Highest Number of **Negative** Ratings for "Ethical Standards" (Negative Ratings - 1,2,3 on 7-point scale)	
1. Fannie Mae	54%	1. AIG	74%
2. Freddie Mac	51%	2. Freddie Mac	68%
3. AIG	47%	3. Fannie Mae	65%
4. Citigroup	39%	4. Goldman Sachs	60%
5. Comcast	36%	5. Citigroup	53%
6. Bank of America	34%	6. ExxonMobil	46%
7. Goldman Sachs	33%	7. JPMorgan Chase	44%
8. JPMorgan Chase	32%	8. Bank of America	42%
9. Chrysler	31%	9. General Motors	37%
10. Delta Airlines	30%	10. Chrysler	35%

Base: Familiar with and rated [COMPANY]
Q750/950 Consider the statements: "Provides excellent customer service" and "Maintains high ethical standards" how well does it describe [COMPANY]. Please select a number from "1" to "7" where "1" means "This item does not describe [COMPANY] well" and "7" mean "This item describes [COMPANY] very well".

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Perceptions of Corporate Communications

The highest correlation of corporate communications and overall perceptions of reputation is with sincerity (.85) and providing correct and accurate information (.83).

The **average positive sincerity rating** across the 60 most visible companies, however, is only **54%.**

Sincere % Positive Ratings

1.	Disney	76%
2.	SC Johnson	72%
3.	Southwest Airlines	71%
4.	Google	71%
5.	Johnson & Johnson	70%
6.	Lowe's	70%
7.	UPS	70%
8.	Apple	69%
9.	Toyota	69%
10.	FedEx Corporation	68%
Average of 60		**54%**

Correlation with RQ = .85

Consistent % Positive Ratings

1.	Apple	62%
2.	Disney	60%
3.	Google	58%
4.	Honda	58%
5.	Berkshire Hathaway	58%
6.	Nike	57%
7.	Coca-Cola	57%
8.	Microsoft	57%
9.	UPS	56%
10.	FedEx Corporation	56%
Average of 60		**45%**

Correlation with RQ = .82

Distinctive % Positive Ratings

1.	Disney	80%
2.	Apple	76%
3.	Google	70%
4.	Honda	70%
5.	UPS	69%
6.	Coca-Cola	68%
7.	Berkshire Hathaway	68%
8.	Toyota	68%
9.	Johnson & Johnson	68%
10.	Southwest Airlines	68%
Average of 60		**54%**

Correlation with RQ = .78

Transparent % Positive Ratings

1.	ING Group	42%
2.	Berkshire Hathaway	39%
3.	Google	39%
4.	Honda	38%
5.	Disney	38%
6.	Coca-Cola	37%
7.	Apple	36%
8.	Microsoft	36%
9.	UPS	35%
10.	Hewlett-Packard	34%
Average of 60		**28%**

Correlation with RQ = .77

Base: Familiar with and rated [COMPANY]
Q632/832 In your opinion, how well does each item (Sincere, Consistent, Distinctive, Transparent, Correct and accurate information, Common look and feel, Easily recognizable, Consistent messages) describe the corporate communications of [COMPANY] ? (1="Does not describe well" and 7="Describes very well")
Note: "Positive Ratings" refer to ratings of 5,6, or 7 on a 7-point scale.

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Perceptions of Corporate Communications

Of all the items used to describe the corporate communications of the 60 most visible companies, **Easily recognizable** has the highest **average positive rating** (65%).

Transparent has the lowest **average positive rating** (28%).

Provides Correct and Accurate Information% Positive Ratings		
1.	Google	68%
2.	amazon.com	67%
3.	UPS	67%
4.	Honda	65%
5.	Disney	65%
6.	Apple	65%
7.	FedEx Corporation	65%
8.	Lowe's	63%
9.	Toyota	62%
10.	SC Johnson	62%
Average of 60		**51%**

Correlation with RQ = .83

Has a Common Look and Feel % Positive Ratings		
1.	Coca-Cola	76%
2.	UPS	75%
3.	McDonald's	75%
4.	Lowe's	75%
5.	PepsiCo	73%
6.	Home Depot	73%
7.	FedEx Corporation	72%
8.	Target	72%
9.	Dell	72%
10.	General Mills	71%
Average of 60		**60%**

Correlation with RQ = .62

Easily Recognizable % Positive Ratings		
1.	Coca-Cola	82%
2.	Apple	81%
3.	Disney	80%
4.	Nike	80%
5.	PepsiCo	77%
6.	UPS	76%
7.	McDonald's	76%
8.	Dell	76%
9.	Google	75%
10.	Johnson & Johnson	75%
Average of 60		**65%**

Correlation with RQ = .62

Provides Consistent Messages % Positive Ratings		
1.	Disney	75%
2.	Apple	70%
3.	Coca-Cola	70%
4.	Southwest Airlines	67%
5.	Google	67%
6.	Nike	65%
7.	ING Group	64%
8.	Kraft Foods	64%
9.	Toyota	64%
10.	SC Johnson	64%
Average of 60		**54%**

Correlation with RQ = .75

Base: Familiar with and rated [COMPANY]

Q632/832 In your opinion, how well does each item (Sincere, Consistent, Distinctive, Transparent, Correct and accurate information, Common look and feel, Easily recognizable, Consistent messages) describe the corporate communications of [COMPANY] ? (1="Does not describe well" and 7="Describes very well")
Note: "Positive Ratings" refer to ratings of 5,6, or 7 on a 7-point scale.

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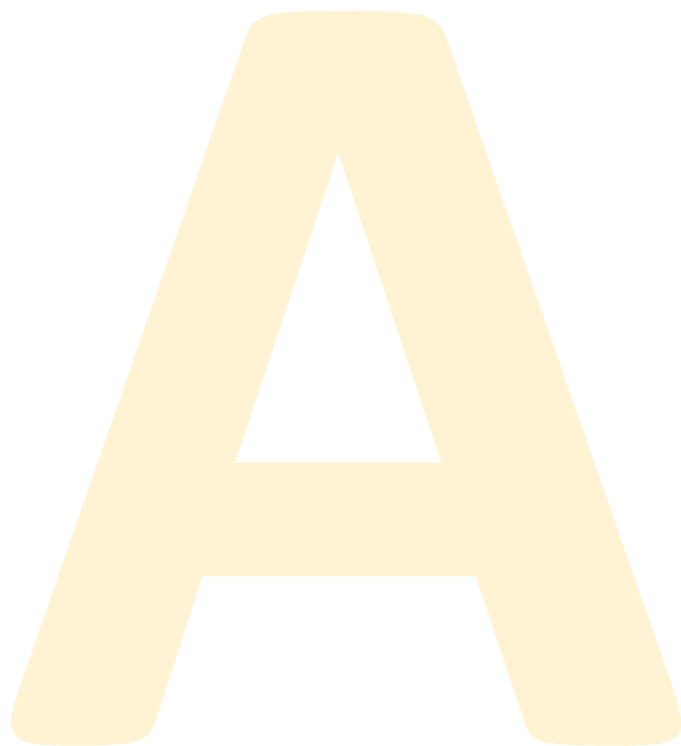
Methodology

The Annual RQ® 2009

Methodological Overview

- Harris Interactive has used the Harris Reputation Quotient®(RQ) to measure the reputations of the most visible companies in the U.S. since 1999. The Annual RQ 2009 study represents the 11th consecutive year of measuring corporate reputation in the U.S.

- The Annual RQ study involves a process which begins with a Nominations Section and is followed by a Ratings Section, where we measure the reputation of the most visible companies in the U.S. and other companies representing the major industries in the U.S.

- The following summarizes the methodological details for both sections of the Annual RQ study.

Nominations Section – Identifying the "Most Visible" Companies

- The Annual RQ study begins with a 'nomination section' which is used to identify the companies with the most "visible" reputations according to the General Public. All respondents are asked to name companies that stand out as having the best and worst reputations overall. Two open-end questions are used:

  – Of all the companies that you're familiar with or that you might have heard about, which TWO – in your opinion – stand out as having the BEST reputations overall?

  – Of all the companies that you're familiar with or that you might have heard about, which TWO – in your opinion – stand out as having the WORST reputations overall?

- Nominations from all interviews are tallied with subsidiaries and brand names collapsed within the parent company. Online nominations are summed to create a total number of nominations for each company. The final list of the 60 most visible companies in the U.S. is measured in the RQ Ratings Section along with other companies representing the major industries in the U.S.

Methodological Overview (continued)

Nominations Section - Summary of Specifications

	Nomination Interviewing Dates	Number of Nomination Interviews	Method of Interviewing	Number of "Most Visible" Companies Identified
United States	December 29th – February 15th	29,963	Online	60

Who Rates the "Most Visible" Companies in the United States?

• The RQ Ratings section takes place among the general public. As part of the ratings section, respondents are randomly assigned to rate two of the companies with which they are "very" or "somewhat" familiar. After the first company rating is completed, the respondent is given the option to rate the second company. Each interview lasts approximately 30 minutes.

• Outlined in the table below is the method of data collection for this section, as well as the dates of interview, total number of interviews, number of companies measured, and average number of ratings per company.

RQ Ratings Section - Summary of Specifications

	Rating Interviewing Dates	Number of Rating Interviews	Method of interviewing	Number of Companies Measured	Average Number of Ratings per Company
United States	December 29th – February 15th	29,963	Online	120	407

About Harris Interactive

About Harris Interactive

- **Annual revenue:** $184.3 million from continuing operations, FYE June 30, 2009

- **Employees:** 850 full time (approximately)

- **Headquarters:** New York, New York, USA

- **Stock symbol:** HPOL

At Harris Interactive, we leverage all communication tools to get inside the minds of consumers, to decode what is really being said, and uncover what is really meant.

Utilizing the most appropriate mix of media, tools, and methodologies, we turn relevant insight into actionable foresight.

Transcending traditional methods of gathering, analyzing and interpreting information — understanding one-size-fits-all solutions never fit anyone — we help people and companies move forward with agility and ease.

We work outside and beyond conventional methodologies and embrace all information sources, to ensure every nugget of knowledge is unearthed, every reality is accounted for, and accommodated.

Only Harris Interactive can provide the clarity of insight that gives your business the confidence of foresight to make the best possible business decisions.